



100 manufacturers use new patented container to speed up sales

Container which is also an ingenious counter display box

ONLY the favored few among the many products can occupy the positions which command the attention of purchasers at the counter.

The country's most progressive manufacturers are now enjoying preference in display, because they are using for their products the new Tinsley display container.

The Tinsley, on its arrival in the dealer's hands, seems but an ordinary container with its cakes of soap or packages of gum or whatever its contents inside—just as compact, just as simple, taking up no more room.

But its cover makes it a very ingenious device. The dealer, by the mere act of opening it, transforms it into a remarkable display box. In its new form it still takes up no more room than the ordinary box.

For the manufacturer it does away with the extra expense of a special display box; for the dealer it involves no extra work of transferring articles from one box to another. Direct from the manufacturer to a place of full display on the counter!

The Tinsley display container supplies the missing

link for the manufacturer. It insures full display for his product at the counter and thus helps crown with success the work of sales organization and of advertising.

The recognized expert in package manufacture

This ingenious container was designed and developed in our factory. It is but an instance of the ingenuity and mechanical skill which characterize the Robert Gair Company's entire line:

Folding boxes
Labels
Shipping cases
Window display advertising

We have designed packages and shipping cases for all kinds of products: toilet articles, food products,

medical dressings, ink, safety razors, vacuum cleaners, automobile tubes.

Each had its peculiar packaging problem which we solved.

A flap to prevent tea sifting out of the carton, a lock to keep a heavy bottle in a light carton, a shipping case to stop pilfering of shoes, another to prevent odor-contamination of butter during transportation—these are some of the reasons why the Robert Gair Company is recognized as the expert in package manufacture.

Packages for a billion dollars' worth of goods

They explain why more than a billion dollars' worth of merchandise was carried last year in Gair boxes, in Gair shipping cases, and under labels made by the Robert Gair Company.

We control the whole process of manufacture from wood-pulp to finished product. We operate our own paper mills, make our own inks and glues, maintain our own art, engraving, printing, lithographing departments. Our chemistry department regulates and improves our processes, and tests finished products. We operate the largest plant of its kind in the world.

The Gair Unit Service

With its facilities we are prepared to offer a complete service for packaging and displaying your product—labels, folding boxes, shipping cases, window display advertising—giving unity to your packages from factory to consumer.

We serve the greatest package merchandisers of the country. Among our clients are:

National Biscuit Co.	American Chic Co.
American Sugar Refining Co.	Andrew Jergens Co.
Hanan & Son	Arbuckle Bros.
Kirkman & Son	N. K. Fairbank Co.
Johnson & Johnson	Huyler's
Colgate & Co.	Robt. H. Ingersoll & Bro.
Hecker-Jones-Jewett Milling Co.	Beech-Nut Packing Co.
Royal Baking Powder Co.	Edison Storage Battery Co.
Bauer & Black	Charles B. Knox Gelatine Co.
Palmolive Co.	Julius Kayser & Co.

The group of Gair buildings with docks on the East River



ROBERT GAIR COMPANY

BROOKLYN

Folding boxes
Labels

Shipping cases
Window display advertising



The entire line for package merchandising—label, folding box, shipping case, window display advertising.